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MEDIA RELEASE: ARTS LAW'S RESPONSE TO THE REVIVE NATIONAL CULTURAL POLICY

The Revive National Cultural Policy is a step forward in valuing Australia's vibrant arts sector and building respect for the world's oldest living culture.

Strengthening value and respect for arts and culture is at the core of what Arts Law does. We work to build a better world by supporting and advocating on behalf of Australia's artists. The Australian arts sector has been underfunded and under-valued for close to a decade now. The Australian Government's National Cultural Policy – Revive: a place for every story, a story for every place (Revive Policy) is a welcome and much-needed reversal of these years of neglect.

"Strong leadership on arts and cultural policy has been missing from the Australian Government agenda for many years now." said Robyn Ayres, CEO Arts Law.

"We are excited to see the Albanese Government step up and acknowledge the value of our arts and cultural sector, the important work of artists and the special significance of the world's oldest living culture."

Arts Law operates on an Artist-First policy and we are excited to see this reflected in the Revive Policy with a focus on the 'Centrality of the Artist'. The arts sector cannot exist without our artists and creative practitioners.

Arts Law is also encouraged to see a focus on Aboriginal and Torres Strait Islander arts and culture as a cornerstone of the 'First Nations First' pillar of the Revive Policy. We support the measures to place Aboriginal and Torres Strait Islander artists and communities at the forefront of Australia's arts and culture, and the First Nations creative workforce strategy.

"Today is a significant day for all Aboriginal and Torres Strait Islander artists and is a great day to be an arts worker" said Jo-Anne Driessens, Artists in the Black Coordinator. *"I feel privileged to work within and witness the growth of the arts and cultural sector in Australia."*

"Aboriginal and Torres Strait Islander artists are essentially our cultural keepers and truth-tellers. We all must continue to support the self-determination of the people who are entrusted with cultural stories about our people and country."

Australia urgently needs Indigenous Cultural Intellectual Property (ICIP) legislations to allow Aboriginal and Torres Strait Islander artists and communities to protect their work and culture.

We are excited to see ICIP protections feature prominently in the new policy and welcome the Government's commitment to developing and implementing ICIP laws.

Arts Law sees this commitment as a culmination of years of work advocating for ICIP protections through the Fake Art Harms Culture campaign and our involvement with the World Intellectual Property Organisation.



Robyn Ayres added *“Aboriginal and Torres Strait Islander artists reflect a deep connection to country and culture that is unique and valuable. It is fantastic to see the government recognise the need for wide-reaching, comprehensive ICIP legislation going beyond the recommendations of the Productivity Commission.”*

“ICIP relates to culture more broadly than just the visual arts and Aboriginal and Torres Strait musicians, dancers, performers, writers, game designers and cultural practitioners of all kinds deserve legal protection.”

Language is intrinsically linked to culture. The First Languages Partnership is a welcome and essential component of the new policy. Arts Law have partnered with First Languages Australia for several years and additional funding in this space is vital.

Arts Law is an advocate for best practice across the sector and clear labour laws are essential to ensuring artists can continue to create and build sustainable arts businesses. We support the Government’s plan to develop and implement robust employment laws across the sector.

Arts Law looks forward to seeing the Revive Policy in action over the next five years. We’re excited to see how these new changes will develop and keen to support the Government in the implementation of new ICIP legislation.

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For more information or requests for interview, please contact:

Emily Phipps, Communications Manager, Arts Law Centre of Australia on 0426 886 383 or

ephipps@artslaw.com.au